CLAIMS:

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What is claimed is:

1 1. A method for displaying data on a portable device, 2 comprising the steps of

receiving a data page in the portable device;

displaying the data page, in a first orientation, on the portable device; and

selectively redisplaying the data page in a second orientation on the portable device.

2. The method of claim 1, wherein the data page is received over a wireless connection.

- 3. The method of claim 1, wherein the second orientation is a ninety-degree rotation of the first orientation.
- 4. The method of claim 1, wherein the device comprises a display that is significantly larger in a first dimension than in a second direction orthogonal to the first dimension.
- 5. The method of claim 1, wherein the data page is redisplayed in response to a user input.
- 1 6. The method of claim 1, wherein the data page is redisplayed after a preset duration.
- 7. The method of claim 1, wherein the portable device is a wireless telephone.

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- 9. The method of claim 1, further comprising the step of analyzing the data page, by the portable device, to automatically determine the first orientation for the data page.
 - 10. A portable data processing system, having a processor, writeable memory, and a display, comprising:

means for receiving a data page in the portable data processing system;

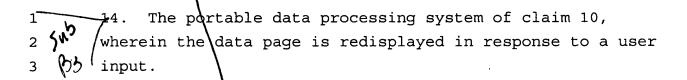
means for displaying the data page, in a first orientation, on the display of the portable data processing system; and

means for selectively redisplaying the data page in a second orientation on the display of the portable data processing system.

- 11. The portable data processing system of claim 10, wherein the data page is received over a wireless connection.
- 12. The portable data processing system of claim 10, wherein the second orientation is a ninety-degree rotation of the first orientation.
- 1 13. The portable data processing system of claim 10,
 2 wherein the display is again cantly larger in a first
 3 dimension than in a second direction orthogonal to the first
 4 dimension.

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- 1 15. The portable data processing system of claim 10, 2 wherein the data page is redisplayed after a preset 3 duration.
 - 16. The portable data processing system of claim 10, wherein the portable data processing system is a wireless telephone.
 - 17. The portable data processing system of claim 10, wherein the portable data processing system is a personal digital assistant.
 - 18. The portable data processing system of claim 10, further comprising means for analyzing the data page, by the portable data processing system, to automatically determine the first orientation for the data page.
 - 19. A computer product on a computer-readable medium, comprising:

instructions for receiving a data page in a portable device;

instructions for displaying the data page, in a first orientation, on the display of the portable device; and

instructions for selectively redisplaying the data page in a second orientation on the display of the portable device.

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- 20. The computer program product of claim 10, wherein the data page is received over a wireless connection.
- 21. The computer program product of claim 10, wherein the second orientation is a ninety-degree rotation of the first orientation.
- 22. The computer program product of claim 10, wherein the display is significantly larger in a first dimension than in a second direction orthogonal to the first dimension.
- 23. The computer program product of claim 10, wherein the data page is redisplayed in response to a user input.
- 24. The computer program product of claim 10, wherein the data page is redisplayed after a preset duration.
- 25. The computer program product of claim 10, wherein the portable device is a wireless telephone.
- 26. The computer program product of claim 10, wherein the portable device is a personal digital assistant.
- 27. The computer program product of claim 10, further comprising instructions for analyzing the data page, by the portable device, to automatically determine the first orientation for the data page.

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